

# CONTENTS

<i>List of contributors</i>	xii
<i>Acknowledgements</i>	xv
<i>Foreword by Shane Blackman</i>	xvi
<b>PART I</b>	
<b>Introduction</b>	<b>1</b>
1    Introducing ethnography and its rationale for healthcare practitioner use	3
<i>Christopher M. Hayre and Paul M.W. Hackett</i>	
<b>PART II</b>	
<b>Ethical considerations</b>	<b>9</b>
2    Ethical considerations in ethnography	11
<i>Jessica Schwarzenbach and Paul M.W. Hackett</i>	
3    Ethics of online research with human participants	23
<i>Jeff Gavin and Karen Rodham</i>	
4    Cultural variation in informed consent for clinical research participation	33
<i>David Resnik and Julia Hecking</i>	
5    Encountering hostility in ethnographic research	47
<i>Christopher M. Hayre and Paul M.W. Hackett</i>	

**PART III**

**Design and planning 55**

- 6 The door-to-door ethnographer: recruiting patients and healthcare providers for ethnographic research 57  
*Melinda Rea-Holloway and Steve Hagelman*
- 7 Ethnographic research design 67  
*Ruth Montgomery-Andersen and Michelle M. Doucette*
- 8 The declarative mapping sentence as a framework for conducting ethnographic health research 80  
*Paul M. W. Hackett*

**PART IV**

**Interviewing in ethnographic research 95**

- 9 Getting deep in the pain: understanding people through ethnographic research 97  
*Antonella Fabri*
- 10 An ethnography of a universally designed play environment 107  
*Hira Hasan and Susan Squires*
- 11 To be on a diet: ethnography of weight loss between beauty, food, and violence 128  
*Martina Grimaldi*
- 12 The clinician-patient interaction: crossing the chasm of expectations 141  
*Gillie Gabay*
- 13 Constructing ethnographic data in medical education 153  
*Jonathan Tummons*

**PART V**

**Visual/sensory ethnography 165**

- 14 Visual ethnography in health and healthcare: concepts, steps, and good practices 167  
*Laura Lorenz and Bettina Kolb*

**PART VI**

**Auto/ethnography 181**

- 15 Institution(alization), bureaucracy, and well-being? An organizational ethnography of perinatal care within the National Health Service 183  
*Tom Vine*
- 16 Critical autoethnography and mental health research 197  
*Stacy Holman Jones and Anne Harris*

**PART VII**

**Observational methods in ethnographic research 211**

- 17 Ethnographers in scrubs: ethnographic observation within healthcare 213  
*Melinda Rea-Holloway and Steve Hagelman*
- 18 Ethnographic investigations of a diagnostic imaging department 224  
*Ruth Strudwick*
- 19 The ALIVE! Project: understanding the intersection between faith and soul food using ethnographic methods 234  
*Deirdre Guthrie and Elizabeth Lynch*

**PART VIII**

**Note-taking and writing up 257**

- 20 Fieldnotes in ethnographic research 259  
*Ruth Strudwick*
- 21 Writing and representation 264  
*Michael Klingenberg*

**PART IX**

**Journals and diaries 275**

- 22 Ethnographic diaries and journals: principles, practices, and dilemmas 277  
*Graham Hall*

**PART X**

**Narrative analysis 291**

- 23 Narrative ethnography: how to study stories in the context of their telling 293  
*Ditte Andersen*

24	In the quest of resilience in elder patients: solutogenics <i>Gillie Gabay</i>	301
25	And the anthropologist made the “emotional note” <i>Haris Agic</i>	313
<b>PART XI</b>		
	<b>Projective techniques</b>	<b>327</b>
26	Projective techniques in health research <i>Taylor Malone and Paul M. W. Hackett</i>	329
27	Being creative using projective techniques <i>Paul M. W. Hackett</i>	341
<b>PART XII</b>		
	<b>Focus groups</b>	<b>351</b>
28	Using focus groups in healthcare research <i>Alicia Carlson and Paul M. W. Hackett</i>	353
29	Focus group research in healthcare <i>Immy Holloway</i>	364
<b>PART XIII</b>		
	<b>Multiple methods</b>	<b>375</b>
30	Becoming a physician of the people in a rural mountain community in Mexico <i>Deirdre Guthrie</i>	377
31	Breaking down silos: the value of interdisciplinary production of knowledge for (health) innovation <i>Tamira Snell</i>	388
<b>PART XIV</b>		
	<b>Analyzing data</b>	<b>401</b>
32	Analyzing the data: conditions, meanings, and reasonings analysis <i>Tine Aagaard</i>	403

33	Computer-Assisted Qualitative Data Analysis Software (CAQDAS) and ethnographic health research <i>Aine M. Humble</i>	414
34	Ethnographic and qualitative data analysis <i>Immy Holloway</i>	425
35	Ethnographic creative non-fiction: the creation and evolution of <i>Lily's Lymphedema</i> <i>Elise Radina</i>	438
<b>PART XV</b>		
	<b>Novel approaches</b>	<b>453</b>
36	Mapping network disturbances: case studies that demonstrate the use of an ethnographic approach to health and well-being research <i>Maria Louise Bønnelykke</i>	455
37	Why happiness studies ought to include qualitative research components <i>Cathrine V. Jansson-Boyd and Anke Plagnol</i>	467
38	A whole-school approach to health and well-being: an auto-ethnographic account of a primary school <i>Jonathan Glazzard</i>	481
<b>PART XVI</b>		
	<b>Conclusion</b>	<b>491</b>
39	Conclusions and the future of ethnography in health-related research: challenges and innovations <i>Paul M. W. Hackett and Christopher M. Hayre</i>	493
40	Coronavirus and COVID-19: qualitative healthcare research during and after the pandemic <i>Paul M. W. Hackett and Christopher M. Hayre</i>	503
41	Black Lives Matter: birdwatching in Central Park and the murder of George Floyd <i>Paul M. W. Hackett and Jessica Schwarzenbach</i>	513
	<b>Index</b>	<b>522</b>